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Rumors

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Against the Grain

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Against the Grain

"Linking Publishers, Vendors and Librarians"

A Model For Improving Electronic Resources Decision-Making

by **Peggy Johnson** (Planning and Special Projects Officer,
U. of Minnesota Libraries) <M-john@maroon.tc.umn.edu>



Libraries deal with a wider array of electronic information resources than ever before. Librarians make choices about gateways and remote access, local search engines and locally mounted files, magnetic tapes and CD-ROMs, networked resources and stand-alone workstations, mediated and unmediated user access, interfaces and World Wide Web hotlinks. We consider funding questions (which budgets to use and who has authority to expend how much) and policy issues. We seek to ask the right questions and to define

the local frame of reference in which to ask them.

This is a brief look at how one library is addressing the issues surrounding electronic resources. The University of Minnesota Libraries' approach is one possible model and may be useful for others to the extent that it identifies issues that need consideration. Like most libraries, Minnesota began selecting CD-ROMs cautiously when these were one of the few alternatives to librarian-mediated, remote database searching. However, within a surprisingly short time, we

found ourselves with an incredible array of electronic information resources; CD-ROMs are now just one of many possible electronic formats. The ad hoc decision-making that had worked originally was no longer a responsible approach. Acquisition and access decisions, many with system-wide funding implications, were being made throughout the Libraries without regard to or realization of what was happening in other Libraries units. Some problems the University of Minnesota Libraries seeks to solve are due to our large size and many service units and others are due to the complex nature of electronic resources.

The Libraries decided to step back and look at CD-ROMs and other electronic resources using two guiding principles: responsible budget management and effective service and information access for users. We realized that we needed a coherent and consistent framework in which to make decisions and the policies to guide them. We now have a standing committee, the Data Services Advisory Committee (DSAC), that brings together expertise in public services, automation, collection management, and technical services. DSAC is charged with drafting a selection policy for electronic resources, identifying other policy issues, and preparing recommendations on specific issues as they arise. Recommendations go to the Libraries Management Team for rejection or acceptance and implementation.

An early recommendation from DSAC addresses two troubling questions: responsibility for selection decisions and sources of funding. The University of Minnesota Libraries sees three

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If Rumors Were Horses

Blackwell is a conservative company but a lot's been going on all the same. The big news is that **Blackwell Delaware** has been formed as the holding company in North America and **Fred Philipp** has been appointed President and CEO. Fred has also replaced **Dan Tonkery** as President of **Readmore**. **Terry Collins**, Group Chief Executive with the **Blackwell Group** for many years is also out, effective April 19. The Blackwell Board has appointed a Group Management Executive Committee — **Richard Barker** (Managing Director, Blackwell Retail Ltd.), **Doug Fox** (Managing Director, B.H. Blackwell Ltd.) and **Neville Hopkins** (Group Finance Director, Blackwell Ltd). The Group will be chaired by **Julian Blackwell**. **Miles Blackwell** continues as a Director. **At Readmore**, **Judy Schott** has been appointed VP of Marketing & Sales. This issue of **ATG** contains an interview with **Fred Philipp**, see page 32.

I hear that since he can't play golf (even fanatics don't play golf in the snow), **Dan Tonkery**'s hard at work on a business plan and rolling out a new venture. No doubt to be continued ... As for **Terry Collins**, last time I saw him he was smiling ...

Have you signed up for the **2nd Academy for Scholarly Publishing Conference** in Charleston April 21-23, 1996?? It's in just a few weeks. Why not sign up now? **Charles Harmon** <CTHarmon@aol.com> is a patient man. He recently agreed to publish a paper about the **Academy for Scholarly Publishing**'s first conference held in Charleston in February, 1995, in the **Bottom Line**. And it's even in the latest issue. Check it out. And mark your calendars for this new event! It's a way for academic faculty to talk to publishers and librarians about the publication of scholarly information.

And change is still afoot at **Faxon/Dawson**. **Donald Lohin**, appointed as president of **Faxon** in May, 1995 (see **ATG**, June 1995, page 8), is no longer with Faxon. **Vern Cain**, to whom Lohin reported, will remain as president and Chief Executive Officer of Dawson, NA, and as president and CEO of Faxon. Faxon will have two regional service centers — one in Westwood with **Ron Akie** serving as Executive VP and General Manager, and the other in Oregon, IL with **Alan Nordman** serving as Executive VP and General Manager.

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From your (flu-bitten) editor



What can I say? I took the flu shot. And still I got the flu! So much for technology.


And speaking of technology, we are doing a lot of talking

about it in this issue, especially CD-ROM technology which is the "feature" theme this time. Still, we haven't abandoned our alliance to regular old books and journals. The paperback/hardback issue is still

with us (pages 44 and 50) and so is a lot of talk about changing or evolving or different roles (pages 25, 72, 90).

Of course we have some new features — check out "For Readers Only," (p. 86), "Back Talk," (p. 90) and "Colleagues Remembered," (p. 87) We have also continued with the Legal Issues section and I have to say that support for this new section has been overwhelming! Thank you all!

Like all *ATG* issues, this is an especially *great* one! And don't forget that we will have a *sixth* issue this year — an end of the year roundup. And you — and you — and you — better participate! Hopefully by the time you get this the snow will be melted and the butterflies will be out.

•• Yr. Ed. 

Against the Grain — Deadlines — 1996 — Volume 8



Event	Issue	Insertion Order	Camera-Ready Copy
ALA	June	4/26/96	5/10/96
LAMA/LITA	September	7/12/96	7/26/96
Charleston	November	9/13/96	9/27/96
ALA Midwinter	December/January	11/1/96	11/15/96

Rumors

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And we learned walking around the exhibits during **ALA Midwinter** that **Data Trek, Inc.** (Carlsbad, CA), part of **Dawson Holdings, plc**, plans to acquire **IME (Information Management and Engineering, Ltd)** (London., England). The acquisition will create a global library automation services company. CEO of Data Trek Library Services is **Scott Cheatham**. and 1996 is their fifteenth anniversary.

Joyce Ogburn sends some new info: Joyce L. Ogburn, AUL for Information Resources and Systems, Old Dominion University Library, phone: 804-683-4189, fax: 804-683-5769, <ogburn@shakespear.lib.odu.edu>

Harold Regan has been elected President and CEO of the **H.W. Wilson Company** by the Board of Directors. Regan has been with Wilson since 1974 when he was hired as Director of Personnel Administration.

Charles Evans has been appointed Director of Client Software Development at the **H.W. Wilson Company** effective March 14. Evans comes from **EBSCO Publishing** in Boston. Evans, who holds an M.S. degree in mathematical physics from the U. of Alberta, will be responsible for **WILSONDISC** and the development of distributed client server software, reporting to **Lucian A. Parziale**, VP, Information Systems.

On the publishing front consolidation continues. **Thomson** has announced plans to buy **West Publishing Company** for \$3.4 billion. You all know that **West** has **WESTLAW**, an online legal database, which is a staple in many libraries. And **Thomson** owns companies like **Clark Boardman, Barclays**, and **Lawyers Cooperative**.

Heard from Jack David (ECW Press, Toronto, Canada) <ecw@sympatico.ca> who is a subscriber to *ATG*. He is coming to Charleston on vacation and wanted to know some local restaurants and places of interest. Well, I have to tell you that **Marianne's** has closed (I

learned this from **Amanda Harmon**, UNC-Charlotte) <ali00alh@email.uncc.edu> and so has **LaFayette's**! This just means that there will be some newer restaurants for us all in November!

W H Everett & Son Ltd. <100064.2777@compuserve.com> has already strengthened its book services through a strategic alliance (October 1995) with **YBP, Inc.** (Watch for our upcoming interview in the June, 1996 *ATG*.) Now **W H Everett & Son Ltd** and **Universal Subscription Services Ltd** — two London library suppliers — are pleased to announce that they have merged. **Colin Harrison** and **Denis Eagle** of Everetts have joined the Board of **Universal**; and **Tony Roche** of **Universal** has been appointed a director of **Everetts** and is now responsible for the combined group's subscription business. The strengths of the new partnership will result in a wider and more advanced range of services. Everetts, founded in 1793, is the oldest British subscription agent/bookseller. From their Fulham premises they have built a thriving and expanding business with academic and government clients in the UK, North America, Australasia and the Middle and Far East. Last year they implemented a new PC network-based subscriptions system with facilities for comprehensive electronic links with their customers. Together the companies share their bibliographic and technical resources. An early step is the current release of an integrated UK/US title database on the World Wide Web, with sophisticated searching and ordering facilities. Universal, established in 1961 in Sidcup, Kent, has most of its business with UK corporate, government and public sector research libraries. They are involved in a wide range of science and technology-based industries, and have particular strength in the fields of finance, medicine and energy. A growing element in their services is the consolidation of journal issues by Universal rather than direct delivery by publishers. This responds to the growing requirement from libraries in the UK and elsewhere for the outsourcing of traditionally in-house functions. For further information, try **Colin Harrison** at Everetts: <http://www.everetts.com> or **Tony Roche** at Universal 0181-302-7833.

And, in its ongoing support of schools, libraries, and not-for-profit organizations, the Board of Directors of the **H.W. Wilson Foundation**

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has voted to provide the **Make-A-Wish Foundation®** of Metro New York, Inc., with an annual grant of \$3,500.

We are late telling you about the death of **Dan Richards**, Director of Biomedical Libraries at Dartmouth College, on December 9, 1995. I remember Dan, always laughing and smiling, wearing his crazy pins that he picked up all over the world. Dan was an incredible colleague with an endless list of achievements. The profession (and I) will miss him greatly.

Was recently browsing through *At Your Service* (a quarterly publication of **EBSCO Subscription Services**), no. 35, January/February/March, 1996. Guess what I found? An article by **Karalyn Kavanaugh** on "Coordinating Full Text Databases with Periodical Collections in Public Libraries" (pp. 8-9). So we now know that Karalyn's been doing more than just getting married! And **Laura Ralstin** (PR at EBSCO) has been doing more than having a baby girl!

Read a great report on the **1995 Charleston Conference on Acqnet** in January and February plus read a printed one in the *American Association of Law Librarians Newsletter* by **Anna Belle Leiserson** and **Jack Montgomery**. Thanks to all of you! And if you read about the CC, how about sending the report to me, okay? It will help me expand the bibliography which **Anne Jennings** compiled a few years ago on the 144+ articles on the CC.

Roger Williams (Managing Director of **Input Culture**, not to mention supplier of great NY State wine at the **1995 Charleston Conference**) sends news of the appointment of **Loren Phillip Hirsch** as Divisional Manager-Eastern Region. You can contact Loren at 1-800-368-7323.

Christiane Ceccaroni, Librarian at the **Univ. of Haute Alsace** in Mulhouse, France, arrived in Dallas, Texas, on April 6 to fulfill the research requirements of the **Fulbright Senior Scholar Grant** she was awarded in 1994. Christiane is in charge of cataloging for the Chemical and Environmental Science section of the University library as well as Manager of ILL at the Central Library. She chose to research the administration, organization, and applications utilized by **AMIGOS** with the goal of learning techniques that will support the work of her library. If you want to learn more about this project, contact **Linda Wimberley** or **Catherine C. Wilt** at **AMIGOS** (800-843-8482).

Speaking of Fulbright Scholar programs, the **College of Charleston** has been honored to have **Farfuri Xhaja** (Director, Training, at the **Albanian National Library**, Tirana, Albania) with us for the past six months courtesy of **ALA's Library Fellows Program**. Farfuri, who departed the U.S. for her beloved Albania April 2, was a real joy and broadening experience for all of us at the College of Charleston Library. We hope to print an interview with her in the next issue of **ATG** and encourage all of you to consider the multicultural expansion that you will experience by having an **ALA Fellow**!

And, speaking of the **ALA Library Fellows Program**, **Robert F. Doyle**, Director of **ALA's International Relations Office** has left after more than 15 years. Bob is now Executive Director, **Illinois Library Association (ILA)** and can be reached at 33 West Grand Avenue, Suite 301, Chicago, IL 60610-4306, phone 312-644-1896, fax 312-644-1899.

The February 9 issue of *Science* (v.271, 1996) contains some quite thrilling articles about electronic scientific communication and how it is turning science journals into a single linked database. **Rick Heldrich** <heldrich@cofc.edu>, a chemistry professor here at the **College of Charleston**, is spending a lot of time studying this phenomenon and has promised us an article for an upcoming **ATG**.

The **62nd IFLA General Conference** will be held August 25-31, in Beijing, China. Read about the **63rd IFLA conference** in Turkey courtesy of **Judith R. Bernstein** and **Dora Biblarz**. Now we know what **Tony Leisner** was doing in Istanbul! See this issue, page 61.

And if you ever go to Turkey, I would advise you to take along **Betty and Sevgin Oktay**. Sevgin is Turkish and they can both speak the language! In fact, they just left for a trip to Turkey the other day. Got an email from Betty — "on my way to Turkey. Talk to you when I get back!" Wow.

And more on the IFLA front — **Marjorie E. Bloss**, Director, **Center for Research Libraries**, sends word that the IFLA Section on Acquisition and Exchange has changed its name. A number of members of the section's standing committee believed that the name "Acquisition and Collection Development" would more accurately reflect the section's activities. Several other reasons were given in support of this change. They include: (1) The term "exchange" is but one way of acquiring material, and is automatically included in the concept of "acquisition". (2) The inclusion of the phrase "collection development" reflects that today's acquisitions librarians order titles resulting from a collection's parameters and needs. Therefore, acquisitions work today involves a knowledge of the institution's collection (and very likely, others' collections too) as well as how to acquire the materials that constitute it. (3) In the same way as Acquisitions Librarians must be closely aware of what is needed when building a collection, they must also be aware of what is not needed. De-acquisition (whether through cancellations or through weeding) also calls upon knowledge of collections. The 126 library associations and institutions that are members of the section were polled by mail. All of the 50 respondents voted for the change. The change was approved at the December meeting of IFLA's Professional Board (the committee heavily involved in IFLA's programmatic activities), and is now official. If you have any questions concerning the IFLA Section on Acquisition and Collection Development, please send them to: **Marjorie E. Bloss**, Chairman, IFLA Section on Acquisition and Collection Development, Center for Research Libraries, 6050 South Kenwood Avenue, Chicago, IL 60637. <bloss@crlmail.uchicago.edu>.

Don't know how many of you saw the preprint *Against the Grain* did especially for **ALA Midwinter**, January 19-23, 1996. The preprint was about **Charles Willett** and *Counterpoise*, a new **ALA Social Responsibilities Roundtable** review journal. Quarterly publication of *Counterpoise* will begin in January, 1997. **SRRT's Counterpoise** will cover the alternative press for all libraries in the systematic, reliable fashion that we have come to expect from **ALA**. We will be publishing our interview with **Charles Willett** in an upcoming **ATG**. In the meantime, if you would like a copy, let me know and I'll send it to you. **Chris Dodge** (Hennepin County Library) <cdodge@hennepin.lib.mn.us> was also inserting copies of the interview in the latest edition of the *MSRRT Newsletter* (publication of Minnesota Library Association's Social Responsibilities Round Table).

Dave Mitchell (Business Manager, **Gulford Publications, Inc.**) <dmitch@gulford.com> was asking if **Lisa Freeman's** <lifreeman@maroon.tc.umn.edu> keynote address from the **1995 Charleston Conference** would be published in an upcoming issue of *Against the Grain*. Lisa's paper and several others from the 1995 Charleston Conference will be published in an upcoming (winter?) issue of *Library Acquisitions: Practice & Theory*. Watch for it!

Wayne Ray (HMS Press, POB 340 Station B London Ontario N6A 4W; phone: 519-433-8994) <resource.center@onlinesys.com> writes to say that HMS Press has published approximately 90 titles since 1982 and has recently converted to electronic publication. Along with its Imprint: **Atlantic Disk Publishers** of Stamford CT, USA they have over 100 titles this year on their DOS Reader Program.

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This is courtesy of serialist and Charles Bailey (University of Houston) <LIB3@UHUPVM1.UH.EDU>. The *Public-Access Computer Systems Review*, an electronic journal established in 1989, is issuing a call for papers on scholarly electronic publishing activities on the Internet. The journal has published a number of papers on this topic in the past, and the editors are interested in exploring contemporary e-publishing projects and perspectives. See the journal's home page <<http://info.lib.uh.edu/pacsrev.html>> for more background information about the journal, including author guidelines. The journal has a flexible publication schedule and papers can be submitted to either the Refereed Articles or Communications (editor-selected). A Web version of the call for papers is available at <<http://info.lib.uh.edu/pr/epubcall.htm>>.

Diane J. Graves <uldjg@cypress.mcsr.olemiss.edu> and **Judy Luther** <jluther@smtpgw.wy.isinet.com> have written a thought-provoking op ed for this issue, see page 25. Are we librarians ready to be more than just librarians?

Bruce Heterick <HETERICKB@faxon.com> sent in a great article on the year 2000 and all of the changes that means for computer systems. Watch for "The Millennium Date Change Problem" in an upcoming issue of *ATG*!

We were so sorry to learn of the death of **Eleanor Cook's** father <COOKEI@conrad.appstate.edu>. And we were amazed to think that Eleanor would write to *apologize* to us for not having a column in this issue of *ATG*. What an incredible woman!

Irvin Muchnick (Assistant Director, National Writers Union) <irmuch@netcom.com> tells us on **CNI-copyright** about an overview of the electronic rights issue, entitled "Information Highway Robbery?", by **Nan Levinson** and **Donna Demac**, in the February 1996 issue of *The Women's Review of Books*. The authors have given the National Writers Union permission to distribute the fulltext via email. If you would like to see it, contact Irv at the address above.

Becky Breedlove, SIG Chair, <BECKY@delphinus.lib.umb.edu> reports that the **ACRL New England Chapter Serials Interest Group** is planning a workshop & forum discussion on "serials pricing" to be held May 23, 1996 at the **University of Massachusetts Boston**, Joseph P. Healey Library. Keynote speakers will include **Marcia Tuttle** (UNC), **John Tagler** (Elsevier), **Mike Markwith** (Swets), **Phil Greene** (EBSCO), and **Janet Fisher** (MIT Press). For more information contact: **Becky Breedlove**, Head of Serials, Joseph P. Healey Library, UMass Boston.

I used to think that I would be able to correspond with all of *ATG's* subscribers with every issue! So much for enthusiasm. I wish I could thank each and every one of you — subscribers and contributors — with each and every issue. All I can say is a collective thank you! And here's a new subscriber I want to welcome — **John Sandstrum** (Acquisitions Librarian, **Millsaps College**, Jackson MS) <sandsjd@okra.millsaps.edu>

The **Society for Scholarly Publishing (SSP)** has announced its 18th Annual Meeting from May 29-31 at the Minneapolis Hilton and Towers. The theme is "Assessing the Reality of New Markets and New Media: The Transition to Electronic Publishing Continues." For more info try <cmalow@resourcenter.com>

Jack Montgomery <MONTGOMERY@law.missouri.edu> had a 2 AM idea. How about an occasional column of short articles concerning the librarians, publishers, and vendors who inspired us or were important in some way in our lives? He even sent in a column which I hope is in this issue, page 87.

University Publications of America (Bethesda, MD) has a new web site: <<http://www.upapubs.com>>

Ellen Finnie Duranceau <efinnie@MIT.EDU> sent in a fabulous book review of **Nicholas A. Basbanes**, *A Gentle Madness: Bibliophiles, Bibliomanes, and the Eternal Passion for Books*. Watch for it in a future issue of *ATG*!

Against the Grain cannot stand still. So much is going on and we need more and more help. Is anyone interested in working with the *Against the Grain* home page to implement new communication and services? This is a wonderful opportunity to work with an innovative, grassroots publication! How about it? Just call your editor <strauchk@cofc.edu> or 803-723-3536!

Email correspondence with **Liz Chapman** (Institute of Economics and Statistics, U. of Oxford) <elizabeth.chapman@econlib.ox.ac.uk> has been a little sparse in 1996! This means fewer laughs among other things. Liz writes that she has signed up for a series of lectures by people like **Shere Hite**, **Martha Nussbaum**, **Onora O'Neill**, **Naomi Wolf**, **Marilyn French**, **Michele Le Doeuff**. Liz says it keeps the old grey matter exercised.

Maria Fitzpatrick <Maria5645@aol.com>, our old friend from Academic Press, is now the director of marketing for **Wildlife Education, Ltd.**, publishers of **Zoobooks**. Here is her new mailing address: Wildlife Education Ltd., 9820 Willow Creek Road #300, San Diego, CA 92131, phone: 619-578-2440.

I have to apologize to the fabulous, cheerfully splendiferous and always patient **Don Jaeger**. He sent me an **On the Road** column for the April issue, but I was unable to fit it in. Please forgive me, everybody, especially Don. Next time, okay?

This was reported in **Lexis Counsel Connect**. A French cybercafe has published over the Internet *Le Grand Secret*, a book which was banned in France because it detailed **Francois Mitterand's** long battle with cancer and was construed as an invasion of the prime minister's privacy. Apparently, the publisher has reserved the right to sue the cybercafe.

And, let's see what else is going on. **Adrian Alexander** is now employed by **Swets**! **Mike Markwith** (CEO of Swets) <mmarkwith@swets.nl> sends word that as of March 11, Adrian is Sales Manager and will work from his home office in Lawrence, Kansas. So Swets has added Adrian and **Carol MacAdam** in the past 6 months. The snow's not keeping them down up there ...

Meanwhile, back at **Faxon**, the amazing and always-landing-on-his-feet **Roy J. Reinalda** (Vice-President, Sales and Marketing, **The Faxon Company**) says that Faxon is sorry to lose this eloquent spokesperson (Adrian) for the library industry. Roy says that Faxon will continue Adrian's articles on serials pricing, not to worry. And **David Fritsch**, Manager, Central Region, will assume Adrian's responsibilities. All Faxon clients in the Western Region, whether their accounts are handled out of Westwood, Massachusetts, or Oregon, Illinois, can reach David at 313/677-3530 (Voice); 313/677-0955 (Fax); 1295 King George Boulevard, Ann Arbor MI 48108 (snailmail); or at <fritsch@faxon.com>.

We have gotten some great suggestions for papers for the 1996 Charleston Conference. **Barbara Dean** <bdean@leo.vsla.edu>, for example, just sent me ideas and comments from **Gerald (Jerry) Perry** (Rush University, Reference Manager and Collection Development Specialist) 312-942-2280 (voice), <perry@lib.rpslmc.edu>. Have you sent in your suggestions? See this issue, page 24. And don't forget the *sixth* issue of *ATG*! See this issue, page 14.

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This is a pretty neat concept and I'm looking forward to it! Prof. **Larry Lessig** (University of Chicago Law School), Prof. **David Post** (Georgetown University Law Center), Prof. **Eugene Volokh** (UCLA School of Law), and the **Cyberspace Law Institute** and **LEXIS Counsel Connect** are presenting an online seminar: **Cyberspace Law for Nonlawyers**. The seminar is aimed at educated laypeople, not primarily at lawyers and is supposed to be low on legalese and Latin. The seminar will start in April or May, but you should sign up now — send a message with the text <SUBSCRIBE CYBERSPACE-LAW yourfirstname yourlastname> to <LISTPROC-REQUEST@COUNSEL.COM>

The **Creative Incentive Coalition (CIC)** <cicinfo@cic.org>, a group of copyright owners and users, are going to use the latest computing technology at a Senate hearing to be held soon to demonstrate how it is becoming easier to steal copyrighted works in digital form. The demonstration is part of CIC's testimony before the Senate Judiciary Committee, which is holding hearings on the **NII Copyright Protection Act**. The demonstration, projected onto a large screen, will take committee members on a tour of the World Wide Web's pirate sites. To learn more about this legislation, visit the CIC web site at <http://www.cic.org>.

On January 16, 1996, **Judge Gladys Kessler**, United States District Court for the District of Columbia, dismissed part of a FOIA suit brought by **Tax Analysts** to force the Department of Justice to turn over legal databases licensed by **West** to DOJ pursuant to a 1988 contract (a successor contract to a 1983 contract.) If you would like more information on this complex issue, try **Alan D. Sugarman**, President, **HyperLaw, Inc.**, P.O. Box 1176, New York, NY 10023 <sugarman@hyperlaw.com>.

Rita Gulstad <rgulstad@cmc3.cmc.edu> has promised **ATG** an article on **MORENET**, the state of Missouri's fulltext database project. Watch for it in an upcoming issue!

Ron Ray <r-ray@uop.cs.uop.edu> sends word of the upcoming **Feather River Institute**, May 16-19, 1996. The Preliminary Program is titled — "Death and Rebirth in Library Acquisitions" and speakers include such well-knowns as **Karen Schmidt** (U. of Illinois), **Dan Halloran** (Academic Book Center), **Mike Markwith** (Swets), **Tom Leonhardt** (U. of Okla.), **Joyce Ogburn** (Old Dominion), and many others. Looks like a great program to me.

Besides working at the U. of Akron library and also at the U. of Akron Press, **Julie Gammon** <RIJAG@VM1.CC.UAKRON.EDU> is also president of **NASIG**! Julie writes that she can't attend the **Academy for Scholarly Publishing's** second conference because she will be attending **UKSG** in England as **NASIG's** President at that same time!

Heard from **John von Knorring** <HJvK@aol.com> who is his usual upbeat self. He is one of the speakers at the upcoming **Academy for Scholarly Publishing Conference**.

Barbara Lamm (The New York Law Publishing Company, 345 Park Avenue South, New York, NY 10010; phone: (800) 888-8300 or (212) 779-9200) <blamm@ljextra.com> sends this info: The **New York** and **National Law Journals** are now available for the first time on CD-ROM in a full-text, fully-indexed, searchable database. You can access the contents of both newspapers — editorial, columns, decisions, and legal notices and can search them by author, date or keyword. Search results can be printed or sent to a word-processing file. The software even tracks time spent on each project, simplifying law firm billing. The contents of this CD-ROM are not available from any other legal database or online service and are an extremely useful (and

inexpensive) archive. To find out more visit the online catalog at <http://www.ljx.lawcatstart> or go directly to the **New York and National Law Journal** CD-ROM web page <http://www.ljx.com/COOP/pages/nljnylj-cd.html>.

The 1996 **North American Serials Interest Group** registration forms for the 11th Annual **NASIG** conference have been mailed. This year's theme is "Pioneering New Serials Frontiers: From Petroglyphs to Cyberserials" and it will be held June 20th-23rd, 1996 at the **University of New Mexico** in Albuquerque. Registration deadline is May 20th, 1996. The conference registration and brochure will be mounted on the 1996 conference home page <http://www.unm.edu/~nasig>. For further information, contact **Ruth Haest**, **NASIG** Registrar at 505-277-7218, Fax: 505-277-4446. Internet: <nasig@unm.edu> (email preferred.)

Heard from **Sharon Cline McKay** <mckay@bnamf.blackwell.com> the other day. As of March 11, she has accepted the job of Technical Sales Manager — North America with **Blackwell's Periodicals**. She'll be working with **Tina Felck** and the North American sales staff providing technical sales support. Sharon says this change will bring her back into the world of serials, EDI and CD-ROMs and that she will be coming to the next **Charleston Conference**. Great to hear from you Sharon! Sharon's address is 9712 S. Altamont Drive; Sandy, Utah 84092. Phone 801-942-9500. Fax 801-942-9501.

This news is from **serialst**. As an introductory offer, **Nucleic Acids Research Online** (Oxford University Press) will be available to anyone who is from an institution that has a subscription to the 1996 print version free of charge until December 1996. For more information, contact **Richard Gedye** <gedyer@oup.co.uk> World Wide Web site: <http://www.oup.co.uk/>

Gillian Debreczeny <debrecz.ils@mhs.unc.edu>, UNC-CH, SILS Librarian, sends word that the SILS Library now has a home page. It can be accessed through the School of Information and Library Science's home page, or it may be reached at <http://ils.unc.edu/library>. It contains, among other interesting features, an index to Master's Papers as well as a listing of the new books that have been received in the Library during the past month.

Ann Okerson (Associate University Librarian, Yale University) <Ann.Okerson@yale.edu> sends word that a significant number of law journals are available in excerpt or in whole via the Internet, many dealing with copyright. **NewJour** List Address (to subscribe): <NewJour@ccat.sas.upenn.edu> is a good source for this information. The URL is <http://gort.ucsd.edu/newjour>

You've probably all heard about **GOBI** (a successor to **YBP's** **FOLIO** service). **Yankee Book Peddler, Inc.** (**YBP**) recently introduced this new online service, accessible via the World Wide Web. **GOBI** (**Global Online Bibliographic Information**) is an online, interactive bibliographic information service providing collection development and acquisitions support to customers worldwide. This fully integrated US/UK database of over 1.4 million academic and scholarly titles provides access to the integrated databases and online services of **YBP** and **W.H. Everetts & Sons** of London. **GOBI** is available through the homepages of both **YBP** and **Everetts**. Customers must first register which makes it possible to provide customer specific data displays and reports. Registration forms are available through the web <http://www.ybp.com> or by sending an email request to <service@ybp.com>.

Sally C. Tseng <scseng@UCI.EDU> sends word that **Jean L. Hirons**, Acting **CONSER** Operations Coordinator, Serial Record Division, **Library of Congress** is the winner of the 1996 **Bowker/Ulrich's Serials Librarianship Award**. As a winner Jean will be featured and profiled in an issue of **Library Resources & Technical**

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Rumors from page 12



Services (LRTS) and honored at the ALCTS Membership Meeting during the **ALA Annual Conference** in New York in July 1996. This is an incredible accomplishment. Congratulations, Jean!

We have several features in this issue on CD-ROMs and CD-ROM technology. Also wanted to tell you about Nancy Stanley's recent article on "Purchasing Electronic Resources" which appeared in *Acquisitions Librarian* (no.13/14), 1995, pp. 153-163. *Guide to Selecting and Acquiring CD-ROMs, Software and Other Electronic Publications* by Stephen Bosch, Patricia Promis and Chris Sugnet (ALCTS publication, *Acquisitions Guidelines* no.9, 1994) is another good source which has an extensive bibliography.

A moderated listserv, **DOCDEL-L**, has been created to promote discussion of document delivery. To sign up for this list: address email to LISTPROC@WWW.EBSCODOC.COM; leave the subject line blank; in the body of the message write: SUBSCRIBE DOCDEL-L YourName. For further information, contact: **Tim Strickland** List Manager, DOCDEL-L <tstricklan@ebscodoc.com> DOCDEL-L is managed by **EBSCODOC**.

Got a great article from the British Library's **Jim Vickery** <Jim.Vickery@london.british-library.uk> about NAG, the **National Acquisitions Group** in England. We ran out of room in this issue but look for it in June!

Interviewed **Freek Lankhof** (IBD) <Lankhof@aol.com> in San Antonio. In between eating french fries with mayonnaise (that's the way they do it in Amsterdam), he told me some interesting things. Watch for the interview in an upcoming issue of **ATG**.

Recently got an email from **Sarah Vickery** (Maxwell Air Force Base) <svickery@max1.au.af.mil>. She says **ATG** is so popular that they have decided to bind it and they even want back issues. Yes, backfiles of **ATG** are available. I have copies of all of them even — back to March 1989, the month we started. Sometimes they are xeroxes, but what the hey.

Speaking of xerox copies, **Harald Joa** (Scandinavian University Press) <HJO@scup.no> wrote to say that he wanted **his own** subscription to **ATG** rather than making xerox copies. How about you? Don't you need your own subscription?

Joe Raker (Boston Public Library) <JRAKER@bpl.org> wrote a fabulous paper on multicultural acquisitions (see page 28). And read his library profile, this issue, page 70.

This issue of **ATG** (Cases of Note, page 38) discusses the **Michigan Document Services, Inc.** (MDS) case which has caused much discussion in front and back rooms. This press release comes from **CNI-copyright**. In a rare instance of partnership, authors and publishers, who frequently face off in angry disputes about who owns what, this week joined forces to call for the overturn of a federal court decision permitting unrestricted photocopying of portions of books and articles for university "coursepacks" without payment to copyright holders. Authors' organizations representing tens of thousands of writers filed a "friend of the court" brief in support of publishers seeking a rehearing of what the authors termed a "dangerous" copyright decision handed down February 12 by the U.S. Court of Appeals for the Sixth Circuit. The authors took particular issue with the court's finding, in a 2-to-1 decision, that the standard practice of paying for licenses to make such photocopies is not an incentive for authors to write. The organizations involved are three national writers' groups — the **Authors Guild**, the **American Society of Journalists and Authors** (ASJA), and the **Text and Academic Authors Association** (TAAA)

continued on page 14



Internet-based Intellectual Commerce for Libraries

*"Internet ordering and
online commerce are the waves of the future.
Subscribe gives us the ability to use this new
network technology today and save cost."*

Bernie Hurley, Director of Access Services
University of California, Berkeley

*"The system really works.
We believe it has the potential to transform
the way libraries handle serials."*

Rush Miller, Director of the University Library System
University of Pittsburgh

*"...handles the whole process electronically,
from catalog browsing to final payment."*
Business Week

"...a potentially transformative product for libraries..."
Library Journal

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*"RoweCom Inc. was established
to provide Internet-based intellectual commerce,
serving the needs of knowledge workers in the fields
of education, health and business supporting their work
of learning creation and discovery."*

Richard R. Rowe, President, RoweCom Inc.

Rumors from page 13



— and the **Authors Registry**, the new royalty collection and licensing agency endorsed by more than 30 writers' groups and 95 literary agencies. At issue is a case in which **Princeton University Press**, **Macmillan** and **St. Martin's Press** sued **Michigan Document Services**, a copyshop specializing in coursepacks — professors' custom-ordered anthologies of excerpts from published works, which are increasingly taking the place of textbooks for college courses. Copyshops regularly obtain permissions and pay fees to reproduce copyrighted works, but the Michigan shop boasted to professors that it would make coursepacks with "No Delays Waiting for Permission." The appeals court majority, reversing a lower court ruling, declared the permissionless photocopying legal. The "friend of the court" brief, prepared by **Authors Guild** attorneys, assured the court that compensation is indeed an incentive to writers, and that depriving publishers of their share of permissions income would also hurt writers by leading to fewer published works. The authors' groups pointed to their long efforts to stop uncompensated photocopying and asked the court, "What else could account for the immediate impact of the Authors Registry, in which over 50,000 authors are registered for collection, accounting and payment of royalties and fees?" A decision on rehearing the case is expected shortly. Contacts: **Authors Guild** — **Kay Murray**, 212-563-5904; **ASJA** — **Dan Carlinsky**, 212-861-2526

Carolyn Wall, **Cowles Business Media** (CBM) President and CEO, has announced CBM's completion of its acquisition of **SIMBA Information Inc.** in January. CBM is a unit of **Cowles Media Company**, Minneapolis, Minn. **Chris Elwell**, SIMBA vice-president and publisher, will take on the additional responsibility of managing the entire SIMBA operation during a transition period in which a search is conducted for a permanent replacement for **Alan Brighish**, SIMBA president. Brighish, 53, founded SIMBA in 1989 and Cowles acquired an initial interest in 1992. With Cowles acquiring his remaining interest in the company, Brighish has stepped down as president and agreed to remain as a strategic consultant to **Cowles Business Media**. Terms were not disclosed. **SIMBA Information** publishes a wide range of reports and newsletters on the business of online services, computer publishing and advertising, interactive television, yellow pages, book and education publishing, intellectual property law and telecommunications advertising. SIMBA <<http://www.simbanet.com>> is also a leading provider of news analysis and market research reports about

the media and information industry. **Cowles Business Media** provides strategic information for professionals in the magazine publishing, media, direct marketing, database marketing, cable TV, travel, and portable computing and communications communities. It produces 10 magazines, 19 newsletters, three web sites on the Internet, more than 60 research reports and nearly two dozen business shows and conferences. CBM employs about 300 people and is based in Stamford, Conn., with operations in New York, Colorado, California and Texas. For more information, contact **Mike Hayes** (Simba) <mike.hayes@SimbaNet.com>.

Heard from **Patrick Jeffery** (**NewsBank, Inc.**) <pjeffery@cc-gate.NewsBank.com> about the wonderful **Marketing to Libraries** column which **Vikki Medaglia** did in the November issue of **ATG** (see page 76, v.7#5). Unfortunately, Vikki is leaving **Bates College** for cataloging environs at **Babson College** and so is giving up the **Marketing to Libraries** column! Sob! Is there anyone out there who is interested in taking up her mantle?

If he's not going one place, he's another. **Buzzy Basch** is always on the move! He sent a write up on his recent **Serials Cancellation Seminar** in Japan and, you know what, it was in Japanese! But at least Buzzy's picture was eye-readable! The last time we spoke, Buzzy had just returned from his first seminar for publishers which was attended by 35 people. Barry Lee had promised to write this up. Do we have his report in this issue? Check page 63.

There's more. **Buzzy Basch** has formed a subscription service, **Basch Subscriptions**, targeted at special and corporate libraries. The address is 27 Perley St., Concord, NH 03301, phone or fax 603-225-5109.

And here's news about a "travelin' woman". **Barbara Stewart** (ISI) just had a poem selected by the National Library of Poetry! The poem, *Aftermath*, was published in the NLP annual volume of verse, *The Voice Within*, in January, 1996. *Aftermath* was also one of only 11 poems selected by the NLP Editors as possessing a "wonderfully expressive quality if read by a professional reader." Accordingly, it will be presented on *The Sound of Poetry*, a cassette tape accompanied by Baroque music. Congratulations, Barbara! Don't know if you all know that Barbara has been writing poems, song lyrics, and celebratory humorous verses since she was a small tike of 7!

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CALL FOR ARTICLES



Against the Grain used to be published five times a year. The editors are always working on an issue! Readers have asked for a sixth issue, however, so in response to those requests, **we are going to publish a **sixth** issue this year.**

The focus of the sixth issue will be on the year's work. We need writers to provide their own recapitulations of 1996. We need viewpoints from publishers, book jobbers, subscription agents, librarians, consultants, retired persons, any of us in the ever-expanding information industry. What were the issues of 1996? What were the trends? What conferences did you attend and what did you learn from them, about them? Which of our colleagues have contributed to our world, making it better, more provocative, happier? 1996 is still a new year. By announcing our intentions early, we know that you will have much food for thought all year long!

Tom Leonhardt has agreed to edit the sixth issue of *Against the Grain* — but we all need your help. Ideas, submissions, whatever should be sent to Tom at <tom@libadm.lib.uoknor.edu>; fax (405/325-7550); USPS: University of Oklahoma, Bizzell Memorial Library, 401 W. Brooks, Norman, OK 73019-0528. Or you can even send them to Katina <strauchk@cofc.edu>; fax (803-723-3536), USPS: 171 Moultrie St., Citadel Station, Charleston, SC 29409. You will be reminded in each 1996 issue of *ATG* that your contributions are needed. We expect our usual columnists to provide material, preferably with this 1996 wrap-up spin on the text, but the main thing is to submit something. For those of you who have been quiet, now's your time to speak up!

If this works — and it will! — you will have one more good *ATG* to read a year, and it will spur us to be more reflective about what we do during the year. Where are we going? What is happening all around us? Writing is a great exercise. Studies show that using our brains actually causes them to grow. And remember, publishers and editors may add value to a publication, but the intrinsic worth of any magazine comes from the writers. **Please contribute no matter how much you may have given at the office.**

Thank you.

Op-Ed from page 25

an appreciation for what keeps a service provider (for profit or not) financially healthy, so that we are able to discern that a company is in distress before we have to make panic decisions about whether to continue to do business with it?

The Opportunity

Positions in the information industry require additional business training that sometimes runs contrary to the acculturation process in library school. A degree that would provide graduates with a background in computers and telecommunication applications, libraries and the organization of information, and basic business training in economics, marketing and management would open a world of opportunity in both the profit and non-profit sectors. We would have the benefits of more business-like decision making on the purchasing side, and of more library-like selling on the vendor side. Communication could only improve, and the products and services we need in libraries would be that much more likely to make it to market. Librarians are trained to be responsive, service-oriented professionals. Those librarians working in the vendor community would understand the needs, concerns, and orientation of their library-based peers, and have the capability to convey that understanding to their parent organizations. Librarians who purchase from such vendors know that those companies have a special commitment to the library marketplace.

"[Are] library schools . . . preparing graduates to work in libraries, rather than the information industry?"

General Benefits

The benefits of expanding the curriculum of library education are many. Among these are the following:

- Librarians working in traditional academic, public and school libraries would have a better understanding of their vendors. They would be better prepared to express their expectations to vendors and negotiate for products. Librarians working in corporations would be able to explain the value of the information center in terms that upper management would understand.
- Graduates working for non-profit professional associations (MLA, SLA, ALA) would understand how to generate the revenue needed to implement the goals of the organizations. Graduates working for private industry would

bring a market focus to organizations that would increase the value of the publications, products and services offered to our

market.

- The job market for MLS holders would be more flexible, and offer more options for new graduates. The better salaries offered by most vendors might also help to raise the overall compensation packages for beginning librarians.
- Vendors would be able to hire new sales/marketing professionals who would require little or no training in the nature of library marketplace issues.
- Even librarians who choose not to go into

the for-profit sector would have exposure to marketing and economics courses in their graduate library school curricula. This would make them better buyers — more aware of the issues and economics affecting our marketplace. And it would prepare them to convey

those issues to their funding agencies, be it the city council or the university administration. When faced with prices which exceed the allocated budget, those li-

brarians would not be as likely to feel victimized by the "system."

- Both groups (those employed by libraries, and those who have become vendor/librarians) would have the opportunity to participate as peers and colleagues in other arenas, such as the professional associations. Such collaborative efforts will also foster better communication and create partnerships where they are sorely needed.

The Future

Today, we find ourselves part of an information industry, strongly affected by new technology. The information business is growing fast and changing in ways we had never imagined. It's time to assess the opportunities that exist, as they are a sure indicator of the trends for the future. The information industry is the most exciting place to be in this century. Librarians have the opportunity to provide services of a truly invaluable nature to our fellows. If we broaden our understanding of the dynamics at work throughout the industry, we will be able to contribute our expertise and build on our heritage rather than become specialists in a limited portion of the market.

Rumors from page 14

Corrie Marsh is a pistol. She's become Southeastern Rep (VA, NC, SC, FL, and GA) for **Ovid Technologies**. Corrie will stay at 8182 Bell Creek Rd.; Mechanicsville, VA 23111; phone (804) 730-6444; fax (804) 730-4990. <cmarsh@ovid.com> or <cmarsh@richmond.infi.net> Congrats, Corrie!

Tove Rosado writes a wonderful note to us **Charleston Conference** types. She has retired and is now spending 2-3 months in her native Denmark. Keep smiling, Tove, but don't forget all your friends back here in the good old U.S. of A.

Gordon Graham, Editor of **LOGOS**, and an incredibly patient man, writes that **LOGOS** — celebrating its seventh year of publication — is planning a special single-theme issue in 1996 on "The book in the United States today." Gordon — who has been trying to get a **Charleston Conference** paper out of Judy Webster and me for over a year — has sent a list of the twenty in-depth articles to be written by Sandra Whisler, Hendrik Edelman, Mary Somerville, Dick Abel, Steve Mason, Judy Holoviak, Eric Newman, Donald Lamm, and Pieter Bolman to name just a few. I am looking forward to reading it. Here's



the address — 5 Beechwood Drive, Marlow, Bucks SL7 3DH, UK, phone and fax 01628-477577.

In response to demand for a secure menuing system for public access PCs, **CARL Corporation** has released **Everybody's Menu Builder™**, a menu management system derived from CARL's popular **Everybody's Catalog** graphical interface. **Everybody's Menu Builder™** software helps libraries organize all of their PC-based information resources (CD ROM databases, Web Browsers and other third party applications) from a single interface. **Everybody's Menu Builder™** uses colorful icons and large, legible buttons to facilitate navigation. Similar information resources may be grouped under hierarchical headings. **Everybody's Menu Builder™** also enhances security at public workstations. User access is limited to the resources the library defines for inclusion in the Menu Builder's window. As users launch and exit applications or databases they always return to the Menu Builder. A password is required to gain access to Windows or DOS. Windows "system keys" are also disabled, preventing savvy users from breaking out of the **Everybody's Menu Builder** environment. **Everybody's Menu Builder** is ideal for use by non-CARL libraries, or by CARL libraries which have Windows PC environments but have not yet implemented **Everybody's Catalog**. For more information

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Book Pricing Update

Trivial Pursuits for Library Folk — Academic Publishing, Pricing and Paper/Cloth

by Celia Scher Wagner (Blackwell) (WAGNER@BNAMF.BLACKWELL.COM)



If you are reading this column you probably spend your days with books, in one way or another. Maybe you spend your day (or your budget) thinking in terms of Library of Congress classifications. But do you ever get to show off your knowledge, or amaze your friends? Here at last is your chance! Sharpen your pencil, and

Test Your Knowledge — or Your Intuition — About Academic Publishing and Pricing!

Consider the universe of new academic monographs published by Trade, Scholarly, Science/Technology/Medicine (S/T/M) and University Presses. Consider the Broad Library of Congress classes (A - Reference, B - Philosophy and Religion, etc...). Then answer the following questions.

1) In which three LC classes are the most new academic monographs published? (Hint: If you added the three together, they would account for half of all new academic titles.)

2) In which two LC classes does the average monograph cost the most? (Hint: One class appears as an answer in this and the previous question.)

3) What portion of all new academic monographs are published by University Presses? ___ 10-15% ___ 25-30% ___ 40-45%

4) In which three broad Library of Congress classes do University Press publications account for more than half of all new academic titles? (Hint: One of these classes sees fewer than 100 new titles a year.)

5) In which LC classes do University Presses publish the smallest percentage of the universe? (Hint: These will come as no surprise.)

6) Publishers sometimes offer new titles simultaneously in both cloth and paper bindings. How often are new titles published simultaneously in cloth and paper? Does this vary between University Presses and other presses?

How often: ___ Does it vary by type of publisher? ___

7) If your library bought all new academic monographs, choosing cloth bindings whenever they were available, what would the average academic monograph cost?

8) How much would the average University Press title cost?

9) Libraries have traditionally preferred to buy clothbound editions of new titles, when both cloth and paper were available. In recent years, though, some libraries have reversed that policy, asking for "paper-preferred" whenever simultaneous cloth and paper editions were available. If your library bought paper-preferred in all cases where both formats were published simultaneously, how much of the budget would you save? ___ 8% ___ 17% ___ 32%

10) Buying paper-preferred would cut the budget by a different amount, according to the subject area in question. Spending in Z - Library science, for instance, would only drop 2%, while spending in U - Military science, would drop 8%. In which LC class would spending show the largest percentage drop?

11) If you bought paper-preferred University Press titles whenever both editions were available, how much of your University Press budget would you save? Which LC class would see the largest percentage drop? ___ 8% ___ 17% ___ 32% class: _____

12) Suppose your library decided to switch from the traditional cloth-preferred to a paper-preferred collection development policy. Would your total dollar savings be higher on University Press titles, or on non-University Press titles?

13) In which subject areas would you save the most, and the least, on simultaneous cloth/paper editions?

___ Humanities ___ Social Science ___ Science

14) Essay question: In his *Against the Grain* article, "Paperbacks on Approval" (v.7, no.3, June, 1995, p.16), John M. Haar of Vanderbilt University reported an 18.8% savings by buying paper-preferred. Mr. Haar writes, "My study was admittedly quick and dirty and included a small sample" What could skew a small sample of titles to make them show a higher, or lower, percentage of savings than the universe of publishing would suggest?

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Rumors

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mation, please contact Nathan Frick at CARL Corporation <menu@carl.org> or 303-758-3030.



The 1996 *Electrical and Electronics Trades Directory* (commonly referred to as "The Blue Book"), published by Peter Peregrinus Ltd., an associate company of the UK's Institution of Electrical Engineers, is now available on CD-ROM (\$180) in addition to the printed version (\$140). For more info, contact: IEEE/INSPEC, IEEE Operations Center, 445 Hoes Lane, P.O. Box 1331, Piscataway, NJ 08855-1331.

And there's more, The IEEE has announced the release of a new full-image, CD-ROM database called the *IEEE/IEE Electronic Library* (IEL). This is the core collection of published information in electrical and electronic engineering and computer science. If you want more info, try the address above or Jennifer Bol at <j.bol@ieee.org>

As many of you will remember, the prestigious medical journal, *The Lancet*, was acquired by Elsevier in 1991. This journal, whose current editor is the 33-year-old Dr. Richard Horton, plans to launch a CD-ROM product in the first quarter of 1996. This will combine a fully searchable archive of the last three years of content of the journal with hypertext links to EMBASE references. Also projected are a number of similarly structured subsidiary *Lancet* CD products dedicated to individual medical specialties such as cardiology, oncology, and infectious diseases. For further information, contact David Gilbertson at <d.gilbertson@elsevier.co.uk>

The other day I was sitting in the doctor's office with my daughter (who has been bitten by colds, fever, etc., etc.) (In fact, if we have another winter like this I think I will move to Hawaii. And assassinate the groundhog!) Anyway, I was just sitting, perusing a magazine called *Family Life* when what should stare up at me but Ken Klister's byline! This was the October 1995 issue and Ken was giving advice to parents about some atlases worth buying for their kids. Like wow! Even the

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Papa Lyman
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sion. From G.K. Hall Shirley did marketing and editorial work for **Pergamon, Libraries Unlimited, and Fulcrum**. Last July she took over the position of editorial director at **Scarecrow Press** from the retiring **Norman Horrocks**. I have frequently had occasion to marvel at Shirley's command of several foreign languages and her savvy in marketing. I predict continued success as head editor of this prestigious publisher ...

In the days when **Wilcox & Follett Co.** owned only a handful of college bookstores, four at Big Ten universities maintained excellent trade book departments. I was business manager of **Follett Book Company** and as such one of the few staff members active in trade book merchandising. Thus I had some input in the direction of branch store trade policies. In 1938 Follett's Illinois book store in Champaign needed a trade department manager/buyer and I was put on the trail of likely candidates. I had come to respect and admire a young trade department clerk in **Kroch's Book Store** on Michigan Avenue, Chicago. (Kroch's had not yet made public its ownership of Brentano's Chicago and the stores were operated separately.) Her name was (and still is) **Elsa Lichtenstein**. Elsa went through the usual hiring gamut and then created and managed the trade department at Follett's University of

Illinois College Book Store. After three years in Champaign, Elsa decided to go to New York and got a job with Follett's number one competitor, of all people! She started at **Barnes & Noble's** retail store at 18th Street and Fifth Avenue. Elsa served under the presidencies of **John Barnes** and **Warren Sullivan** before **Len Riggio**, of **NYU Book Store**, took over ownership. Elsa eventually became head of the art book department of the **Barnes & Noble** store in Rockefeller Center. She retired in 1993 after a career of over fifty years as one of the best known art book people in the business. Her name was and is revered by all publishers of art books past and present.

Any history of women in publishing should probably begin and end with **Sara Miller McCune**. I first knew her as Sara Miller, a very pretty and charming member of Macmillan's sales department. It was she who helped the department out of the jam created by sending a huge shipment of books to a Wisconsin country schoolhouse instead of the intended **University Book Store** in Madison. This created a furor among college store managers but Sara helped settle it at an ABA meeting in Washington. After Macmillan Sara spent time as sales manager of **Pergamon Press** in Oxford, England. Upon her return to America, she married **George McCune** who had been a Macmillan sales manager and together they founded **Sage Publishers** in 1964. After a few years in New York, the business

was moved to California where it has grown to be one of the leading English-language publishers of books and journals in the social and behavioral sciences, with nearly 2000 titles now in print. Since the sudden death of George in 1990, Sara has spent time as a foundation executive, but as chairman of **Sage** she travels to visit its offices in London and Delhi, India while George's son, **David** has taken over as president of the company. Sara has taken part in several **Charleston Conferences**, contributed the first publisher profile to *Against the Grain* (v.1, no.2, June, 1989, p. 28) and also was interviewed in *ATG* (v.5, no.5, November 1993, pp. 32-35).

It is quite possible that I have neglected to mention some of my acquaintances among the top American female publishers. As others come to mind, I'll include a thumbnail sketch in a future column. 🐼

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Literary Market Place. Bowker, 1970-71 and subsequent issues, including 1996.

My thanks to **Janet Domzella**, Director, **Lewiston Public Library** for help with facts about **George T. Delacorte**, garnered from *American Biography*, 1965.

Back Talk
from page 90

sitions, URL address maintenance, and preservation functions. Our shelves may be digital, but the work of filling them and keeping them filled continues to be complicated and important. Job security for the information professional is assured.

Lest any of this be interpreted as negative toward the brave new digital world or that I am pining for the good old days when books were books and journals were a fiscal disaster, that is not my intent. I am enthused about the superior access that will be afforded by digital monographs and periodicals, by the whole

new educational opportunities that multimedia will provide, and by the expanded use our special collections will receive. My purpose is to simply point out that from the vantage point of someone who is already involved to a fairly significant degree in the acquisition of digital materials, this new paradigm does not do away with the need for librarians — it demands them.

On the other hand, while our future is assured, we can't just expect to do everything the same. We have to focus on the enduring nature of the functions librarians have always performed: selection from the universe of publication that which is useful and affordable,

working with information providers to secure access to the needed material, providing bibliographic access so that you can find what you want when you want it, providing the setting where materials can be used effectively, training people how to find what they need and how to use it when they find it, preserving today's acquisitions for tomorrow's researchers, planning and budgeting, and dealing with the politics of the supporting institutions so that capital, material, and personnel resources are available to make all of this work. We have work before us. Break up your funeral flower arrangements into nice bouquets for your desks and get back to work. 🐼

Rumors
from page 44

doctor was awed that I knew an author in his magazine!

I just had an idea for a new *ATG* column — Arguments I Have Known. The editor would be — ta da — **Lyman Newlin**! The man is amazing! Now he even has an email account <broadwater@ag.net>! Read his reminiscences of women he has known (and arguments he has had) in **Papa Lyman**, this issue, page 67.

Corrections from the Last *ATG* (v.8#1, p. 31 —

Lucretia McClure <LMCL@db1.cc.rochester.edu> says there are



a few typos in her **Op Ed** (v.8#1, p.31). I am sorry, y'all. Now when I look at them I can't explain *what idiot* would have made these mistakes! Here goes. A sentence is left out in the second paragraph: "Medical literature is full of literary treasures as well as elegantly-described science. Librarians had the pleasure of introducing these works to readers and helping students on their way to becoming physicians." And — in the fifth paragraph, five lines from the bottom the sentence should read, "scientists who will chart" (rather than check) And — top paragraph of second column, gleaned and gathered (rather than gleaned and fathered), And, last line of that same paragraph should say, "read and study" instead of "ready and study." There you have it. To paraphrase **Edna St. Vincent Millay**: The person who edits a journal appears before the public with her typos exposed ... 🐼